

Bulgaria preliminary assessment

Sample product: distribution and power transformers (CPV 3117, CN 8504 21-23 and 31-34). Fictitious manufacturer, public data only, no real client. Status: 28 October 2026.

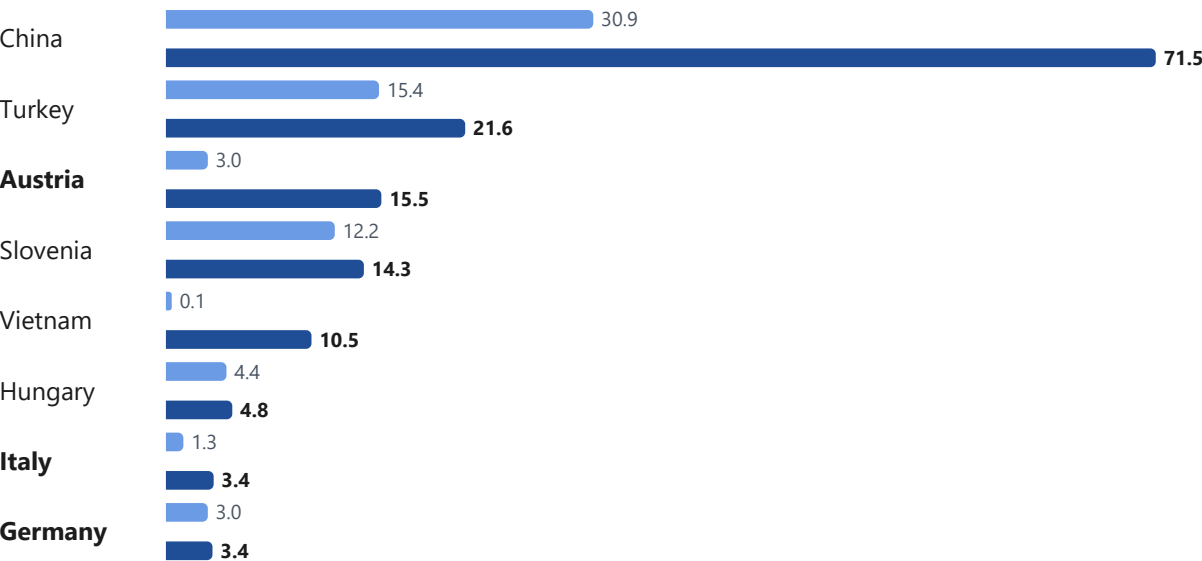
The result in brief

- Bulgaria imported **160.6 M EUR** of transformers in 12 months, **+75%**. China supplies 44.5%, Turkey 13.4%, Austria 9.7%, Italy 2.1%, Germany 2.1%.
- In 24 months, **74 tender procedures** were awarded, about 157 M EUR. In practice there are four buyers: the transmission system operator and three distribution grids.
- **111 awards to 26 companies**: 109 to Bulgarian companies. The 2 foreign ones: EVN AG and Netz Niederösterreich, which sold used transformers to their own group's Bulgarian grid.
- **Assessment: enter**, through one of the grids' recurring suppliers. Price against Turkey and China is decisive; the grids buy through framework tenders with several winners.

Outcome for this sample: enter

1. The market: where Bulgaria buys from

Bulgarian imports of transformers by country, M EUR. Light: the 12 months before; dark: last 12 months (August 2025 to July 2026).



Imports are growing much faster than public tenders. Hypothesis to check: the extra demand comes from private solar and storage plants, which buy through EPC contractors, not through tenders.

2. Who buys

Buyer	Procedures	M EUR
Elektroenergien sistemen operator (ESO), transmission system operator	10	114.5
Elektrorazpredelitelni mrezhi Zapad, distribution grid West (Sofia)	32	34.1
Elektrorazpredelenie Yug, distribution grid South (EVN group)	14	2.8
Elektrorazpredelenie Sever, distribution grid North	2	0.7
District heating Pleven, Pernik and Ruse	3	2.6
Kozloduy nuclear power plant	1	0.9

A single ESO tender (October 2025, 50 MVA power transformers, 110 kV) is worth 92.9 M EUR. It went to a Bulgarian consortium (Drujestvo po ZZD "El Servis 2024"): in the real assessment we identify the manufacturer behind it.

3. Who wins

Company	Awards
Motobul EAD	17
Kontragent 35 EOOD	14
LEMI-Trafo EAD	11
Aktael-N EOOD	10
Etropal AD	7
Elprom-Trafo SN AD	6
Maykromet OOD	6
Himremontstroy AD	6
Enerkemikal OOD	4
Elprom-EMZ OOD	3

The grids buy through framework tenders: the same tender (e.g. Grid West, January 2026, transformers up to 800 kVA) goes to four suppliers at once. That is why we do not attribute values to single winners.

4. Open tenders and calendar

Open now

TED	Buyer	Subject	Estimated value	Deadline
747505-2026	Grid South	LV current transformers for metering, class 0.5 S	71,568 EUR	07.12.2026
747738-2026	Grid South	Current transformers for indirect metering	35,194 EUR	07.12.2026

Published in recent months (shows the buying rhythm)

TED	Month	Buyer	Subject	M EUR
201965-2026	03.2026	Grid West	Power transformer 63 MVA, 110 kV, supply and installation	1.28
283302-2026	04.2026	Maritsa Iztok 2	Transformer 40 MVA, Maritsa Iztok 2 power plant	1.25
387734-2026	06.2026	ESO	5 adjustable shunt reactors 80 MVA _r , 123 kV	6.52
440036-2026	06.2026	Pleven	Oil-immersed transformer, Pleven district heating	1.40

5. What the real assessment adds

- **Contacts:** name, role and direct contact at buyers and winners (left out of this sample).
- **Profile of every winner:** local manufacturer (competitor) or distributor (possible partner), brands already represented.
- **Installed base:** brands and types required in the grids' specifications and acceptance tests.
- **Recurring requirements** in the specifications: standards, losses, warranties, references required.
- **Three distributors on a shortlist**, with a first contact in Bulgarian and their answer.

Your assessment: 1,500 EUR net, two weeks, for your product. acsoconsulting.com/#book

Sources and method. TED (ted.europa.eu), Bulgarian notices with CPV 31170000-31174000, published 1 October 2024 to 28 October 2026: 186 notices, 115 of them award notices. Procedures deduplicated by buyer, subject and value; BGN values converted at 1.95583 BGN/EUR. Awards counted per notice. Eurostat Comext DS-045409, Bulgarian imports CN 8504 21, 22, 23, 31, 32, 33, 34, provisional data to July 2026.